

Message Text

UNCLASSIFIED

PAGE 01 SURABA 00062 271006Z

11

ACTION EA-10

INFO OCT-01 ISO-00 XMB-04 EB-07 RSC-01 AGR-10 /033 W

----- 048257

R 270045Z JAN 75

FM AMCONSULATE SURABAYA

TO USDOC WASHDC

INFO SECSTATE WASHDC 0522

AMEMBASSY JAKARTA

AMEMBASSY SINGAPORE

AMCONGEN HONGKONG

AMCONSUL MEDAN

USIA WASHDC

UNCLAS SURABAYA 0062

DEPT. PASS EXIM, STATE FOR EA/IMS GEBER, USDOC FOR
BIC/OED/MEPD & OIM SINGAPORE FOR ART LEONARD, RTC

E.O. 11652: N/A

TAGS: BEXP, ID

SUBJECT: MAJOR PROJECT AND SURABAYA TRADE PROMOTION

EVENT: SUGAR MILL CONSTRUCTION

REF: A. STATE 10371

B. SURABAYA 018

C. JAKARTA 362

1. FOLLOWING INFORMATION PROVIDED FOR PARTICIPANTS
IN SURABAYA TRADE PROMOTION EVENT:

A. IN ADDITION TO SPACE ON CATALOG DISPLAY RACKS,
EACH PARTICIPANT WILL HAVE BOOTH FOR INDIVIDUAL
PRESENTATION AND DISPLAY OF EQUIPMENT OR COMPANY
MATERIALS. EACH PARTICIPANT WILL BE ALLOCATED SPACE
OF 1.75 METERS WIDE BY 2.0 METERS DEEP. WE ARE PLANNING
FOR MAXIMUM FLEXIBILITY, AND BOOTHS MAY BE
LARGER OR SMALLER ACCORDING TO PARTICIPANT NEEDS.
THERE WILL BE NO RPT. NO HEADERS ON BOOTHS. PICTURE
OR POSTER DISPLAYS WILL BE MOUNTED ON REAR WALL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SURABA 00062 271006Z

(HT. 3 METERS) OR PARTITIONS BETWEEN BOOTHS (2M. WIDE

BY 2M. HIGH). ALL WALLS AND PARTITIONS WILL BE WHITE IN COLOR.

B. POWER AVAILABLE IN AUDITORIUM TOTALS 5000 WATTS, AND IT IS POSSIBLE TO DRAW ADDITIONAL POWER FROM OTHER PARTS OF BUILDING. LOCAL POWER IS 110V., 50 CYCLE; THE AUDITORIUM ALSO HAS A 220V., 50 CYCLE OUTLET.

C. USIS BRANCH CAN PROVIDE KODAK CAROUSEL SLIDE PROJECTORS WITH AUTOMATIC CHANGER. ALSO AVAILABLE ARE TWO REAR SCREEN PROJECTORS AND ONE CONTINUOUS PROJECTION ATTACHMENT FOR 16MM. PROJECTORS. THERE ARE A NUMBER OF 16MM. PROJECTORS AVAILABLE AND CAPABILITY FOR SHOWING VTR (VIDEO TAPE RECORDING)

D. EACH PARTICIPANT WILL HAVE A ONE BY THREE-QUARTER METER TABLE FOR USE AS THEY WISH.

EM THERE WILL BE SPACE AVAILABLE FOR PRIVATE MEETINGS.

2. REQUEST THAT PARTICIPANTS BE INFORMED OF SPACE AND SERVICES. WE WOULD APPRECIATE BEING NOTIFIED AS SOON AS POSSIBLE OF PARTICIPANT REQUIREMENTS FOR SPACE. IN ADDITION, WE NEED TO KNOW WHAT MATERIALS EACH COMPANY WILL BE SENDING FOR USE IN SHOW. IF FILMS OR SLIDES TO BE BROUGHT, NEED TO KNOW NUMBER AND KIND OF PROJECTORS REQUIRED. FOR MODELS, NEED TO KNOW POWER AND SPACE REQUIREMENTS. FOR PRINTED SHOW ANNOUNCEMENT AND APPOINTMENTS WITH LOCAL MILL MANAGERS, WE NEED SOONEST STATEMENTS FROM EACH PARTICIPANT ABOUT ITS CAPABILITIES IN SUGAR INDUSTRY.

3. FOLLOWING IS ESTIMATE OF COSTS FOR SURABAYA
PORTION OF EVENT: REPRESENTATION - \$200
SITE RENTAL - FREE
CATALOG RACKS - \$250
EXHIBITION SET UP/CONSTRUCTION - \$600
PRINTING/PROMOTION CAMPAIGN - \$100 (MAY BE
ASSISTED BY BANK OF AMERICA)
CONTRACT PERSONNEL - \$60

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SURABA 00062 271006Z

MISCELLANEOUS - \$100

4. THOSE WE HAVE CONTACTED LOCALLY ABOUT UPCOMING SUGAR EQUIPMENT TRADE PROMOTION EVENT ARE ENTHUSIASTIC AND MOST INTERESTED IN PLANS FOR TECHNICAL REPRESENTATIONS FROM PARTICIPANTS. WE HOPE EACH PARTICIPANT WILL PLAN TO MAKE A PRESENTATION IN THEIR AREA OF EXPERTISE. ESPECIALLY

USEFUL WILL BE PRESENTATIONS ON DEVELOPMENTS IN PRODUCTION (GROWING AND HARVESTING) OR MILLING TECHNOLOGY. FAVORABLE IMPRESSION MADE BY PARTICIPANTS THROUGH THEIR PRESENTATIONS WILL ENHANCE THEIR POSSIBILITIES FOR SALES. WE CANNOT STRESS STRONGLY ENOUGH IMPORTANCE INDONESIANS PLACE ON PRESENTATIONS. THEY HAVE SUFFERED FOR YEARS WITH SECOND CLASS EQUIPMENT AND INADEQUATE TRAINING AND ARE HUNGRY FOR INFORMATION AND OPPORTUNITY TO MEET WITH KNOWLEDGE-ABLE COUNTERPARTS IN SUGAR INDUSTRY.

5. WE HAVE ASKED BANK OF AMERICAN TO PROVIDE EXPERT TO DISCUSS FINANCING ALTERNATIVES. AS POINTED OUT REF C, FINANCING PACKAGE IS KEY TO SUCCESS OF AMERICAN COMPANIES HERE. BOTH PRIVATE AND GOVERNMENT MILLS WORK WITHIN TIGHT MARGINS AND FINANCING PACKAGE RATHER THAN PRICE OR DELIVERY TIME IS MOST IMPORTANT CONSIDERATION.

6. REGARDING TATE AND LYLE SURVEY, REF A, CONTACT IN JSPU SURABAYA STATED THAT THIS MATTER WHOLLY IN THE HANDS OF IR. SUTJIPTO IN BKU-PNP GULA IN JAKARTA.

7. AS SHOW DATES APPROACH, WE STRONGLY REQUEST THAT REPRESENTATIVE FROM REGIONAL TRADE CENTER IN SINGAPORE BE MADE AVAILABLE TO ASSIST CONSULATE WITH DESIGN AND DECORATION AT SHOW SITE.

8. WOULD LIKE TO BEGIN RECEIVING WEEKLY INDICATION FROM SECSTATE OF WASHINGTON DEVELOPMENTS CONCERNING THIS PROJECT.

9. CONSULATE SINCERELY APPRECIATES COMMERCE
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 SURABA 00062 271006Z

ASSISTANCE IN ARRANGING TRADE PROMOTION EVENT. WE REALIZE THAT RAPID PLANNING WE HAVE REQUESTED HAS REQUIRED EXTRAORDINARY AMOUNT OF SPECIAL HANDLING. FOR THIS WE ARE GRATEFUL. WE BELIEVE THAT EVENT, AS CURRENTLY ENVISIONED, WILL BEST MEET LOCAL REQUIREMENTS AT THIS TIME AND ACHIEVE GOAL OF INTRODUCING AMERICAN EQUIPMENT AND SUPPLIERS TO INDONESIAN MARKET AT CRITICAL TIME.
HOWLAND

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SURABA00062
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750029-0390
From: SURABAYA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750116/aaaaaokj.tel
Line Count: 163
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 10371
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 01 DEC 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 DEC 2003 by ThomasVJ>; APPROVED <30 DEC 2003 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MAJOR PROJECT AND SURABAYA TRADE PROMOTION EVENT: SUGAR MILL CONSTRUCTION
TAGS: BEXP, ID
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006